



PRESS RELEASE

FOR IMMEDIATE RELEASE

June 25, 2009

MEDIA CONTACTS

Paula Freund
Public Information Officer
Indy Parks & Recreation
E-mail: pfreund@indygov.org
Office: 317-327-7035
Cell: 317-442-7578

Jenny Evans
Marketing Coordinator
Indy Parks & Recreation
E-mail: jrevans@indygov.org
Office: 317-327-7030
Cell: 317-750-3724

PERRY PARK HOSTS LOSE THE TRAINING WHEELS TO ENABLE CYCLISTS TO RIDE TWO-WHEEL BIKES

INDIANAPOLIS — (June 25, 2009) Easter Seals Crossroads and Rainbow's END are partnering to support Lose The Training Wheels, a national organization dedicated to helping children with special needs or disabilities increase self-esteem, self-confidence and quality of life by teaching them to ride a conventional, two-wheel bike.

This year marks the second year in a row that Perry Park is hosting Lose The Training Wheels. The organization operates 64 summer camps across the United States and in parts of Canada. The cost for the five-day camp is \$125 per child. The organization brings a fleet of bicycles that range from roller bikes, which offer full balance support, to conventional two-wheelers.

The transition at Perry Park began Monday, when children ages 8 and older learned balance and motor skills needed to ride a bike. Upon completion of the five-day camp, most of the participants are capable of riding a conventional two-wheel bicycle.

Brenda Marks' 8-year-old son is participating in this week's program.

"We went from sheer panic attacks when we first took off the training wheels; now he's out there riding on his own on two wheels," Marks said.

The Lose The Training Wheels organization has grown from one camp and one fleet of bikes in 1999 to six fleets of bikes, 12 full-time employees, and 64 summer camps today and is venturing into after-school and in-school programming.

MEDIA AVAILABILITY:

Lose The Training Wheels program with participants and coaches

Friday, June 26, 2009

9 a.m. - 11:30 a.m. or 1 p.m. - 1:30 p.m.

Perry Park, 451 E. Stop 11 Road



Indy Parks and Recreation • Public Information Office • 200 East Washington Street • Indianapolis, Indiana 46204

[317] 327-7035 • [317] 327-7097 fax • www.indyparks.org

About Lose The Training Wheels

The mission of Lose The Training Wheels is to teach individuals with disabilities to ride a conventional two-wheel bicycle and become lifelong independent riders. This achievement, in turn, creates a gateway of opportunity, helping them gain assurance and self-reliance in many other aspects of their lives. To learn more, visit www.losethetrainingwheels.org.

About Rainbow's END

The mission of Rainbow's END is to nurture strong self-esteem and positive self-image for individuals with disabilities in Central Indiana through adaptive sports and activities, while also serving as a source of education for the community to increase awareness and understanding of disabilities. For more information, visit www.rainbowsend.org.

About Easter Seals Crossroads

Easter Seals Crossroads is a community resource working in partnership with children and adults with disabilities or special needs and their families to promote growth, independence and dignity. For more information, visit www.crossroads.easterseals.com.

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